

**Virginia Workforce Council
Virginia Historical Society
428 North Boulevard
Richmond, Virginia
March 23, 2005
Minutes**

I. Call to Order, Roll Call and Approval of the Minutes: - Chair Marjorie Connelly

Chair Connelly called the meeting to order at 10:10 am. The public comment period at 10:15 a.m. was announced. Speakers were asked to limit comments to 3 minutes and a written copy of comments is required.

Roll Call – Members Present

Marjorie Connelly, Chair
Michael Daniels, Vice Chair
David Brash
John Cannon
James Copp
Mark Dreyfus
Delores Esser
C. Michael Ferraro
Richard Gonzalez

Senator Yvonne Miller
Robert Myers
Hiawatha Nicely
Rita Ricks
Secretary Michael Schewel
Don Sullenberger
Brett Vassey
Secretary Belle Wheelan
Andrea Wooten
James Underwood

The minutes of the January 6, 2005 meeting were discussed and changes were approved to implement restructuring of the minutes into a shorter executive summary format that would also include action items. Additionally, an addendum was requested to add the commentary regarding Secretary Schewel's response to Andrea Wooten's questions about the decision making process for the Virginia Works Grants, specifically that he responded that it was the Governor's discretionary decision, and it would not fall within the realm of this Council, or something along those lines. The minutes were then approved.

II. Public Comment – Chair Connelly

There was no public comment.

III. WIA Incentives and Sanctions Policies – Mark Dreyfus, Chair of the Metrics & Incentives Committee

Handouts provided. The Council discussed and approved, with amendments, three policies, which are revisions to the current WIA Continuous Improvement, Incentives & Sanctions Policy (#00-11). The first two policies are: Policy 05-01 - The Continuous Improvement under the WIA and Policy 05-02 – Performance Incentives Under the WIA. The Committee is recommending four areas for incentives: regional cooperation, local coordination, exemplary performance and most improved. WIBs do not have to apply for every category each year and funds don't have to be awarded in each category every year. The third is Policy 05-03-Sanctions for Insufficient Performance under the WIA. Under this policy, an important change in assisting WIBs in performance improvement, the Committee recommends a progressive process, to include a performance enhancement plan, then modifications of the local plan, or other actions designed to assist the WIB in improving performance, which could entail bringing in an independent reviewer from another state, or somebody in a similar situation to assist. The draft policies were previously posted to the Council web site for public comment for 30 days.

Related items discussed were: ensuring that individual WIB circumstances are factored into performance goals; recognition of innovative strategies; the 2-year performance/sanctions cycle; definite performance improvement plans and technical assistance, which is closely monitored; and recognition beyond monetary awards. Mr. Ferraro asked that the minutes reflect that it is the Council's desire to help the WIBs in instances of poor performance.

Two amendments were approved, which were suggested by Dr. Bolin, i.e., on page two of Policy 05-02, remove the word “and” in the listing of the award categories to avoid a misinterpretation that WIBs would have to apply for all four categories. And, rather than cash prizes, use the term awards.

Action Item I

Rescind Policy Number 00-11, Continuous Improvement, Incentives & Sanctions for the WIA.

Post the 3 new policies to the WIA website: Policy Number 05-01-Continuous Improvement; Policy Number 05-02-WIA Incentives; and Policy Number 05-03-Sanctions.

Action Item II

Based on the suggestion by Ms. Ricks regarding recognition of the WIBs beyond monetary awards, Chair Connelly would like the Metrics & Incentives Committee to explore non-monetary awards.

IV. **System Performance Measures –Committee Chair Mark Dreyfus**

Handout provided. The Committee is recommending that for the measures 1 – 8 that appear on the front of the handout, that those be adopted by the Council today. These are eight measures that the six states currently participating in the Integrative Performance Information (IPI) have currently adopted and this information is being collected in those six states today. What the Committee recommends for further study is on the back of the handout. Employee Market Penetration, Critical Job Shortage, Employer Demand Met, and Economic Return on Investment; those were the measures for which there is no easy place to pull that data now, so the Committee wanted to further study those four measures. The adoption of these measures today would not mean that data collection would start tomorrow. Plans are for the Committee to work with the economist from the Economic Development Partnership that to help ferret things out before implementation. Secretary Schewel mentioned a concern about sensible data for the Return on Investment Measure.

Mr. Dreyfus also reported that particulars about when data collection would commence and the expense involved have not been worked out. Coupled with these measures is also the concept of a data warehouse which sits on top of all the partner program information systems and pulls the data out for the measures, and that infrastructure is not in place in Virginia and that is something that has to be figured out. A motion was made to support the Committee’s recommendation to move forward on the eight measures and to allow the Committee time to explore the other ones. The second item related to this discussion is the request for more information in order to move forward.

Action Items

Staff involved with the IPI and the Metrics and Incentives Committee are to report back at the next Council meeting on the following to expand on how the systems measures would work:

What are the cost implications? What are the milestones and key time frames for gathering data and implementation? What programs will be responsible for gathering this data and is there partner program agreement on the system measures? What are the complexities and cross-agency issues? Can the State MOU be used to create an impetus to for partner program buy-in? How does the “data warehouse” concept work and what are the implications for Virginia?

V. **WIB News – Team Technical Assistance for Performance Outliers – Willie Blanton, WIA Director, VEC**

Handout provided. The Council learned of the State’s approach to assisting WIBs which have and are experiencing performance problems. An executive summary of the presentation is that the WIBs are improving from first quarter to second quarter and further improvements are expected in the third quarter, and by the end of the year, the WIBs will make it.

Action Item I

Provide summary performance information of the 17 measures by WIB, similar to previous chart provided, with results color-coded.

Provide an executive summary of the team approach to technical assistance for the WIBs, who are experiencing performance problems.

Action Item II

The Local Excellence Committee will work on the persistent problem with WIB youth performance issues and discuss with local WIB One Stop staff performance successes and challenges and get their ideas and make recommendations on how the state can be helpful

Action Item III

Invite a speaker to a Council meeting to address youth workforce issues.

V. 'Tier I One Stop Center Certification Awards – Chair Connelly

Chair Connelly presented awards to WIBs, which have completed Tier I certification of their comprehensive Virginia Workforce Network Centers. WIBs & comprehensive centers, which received awards, are:

Area I – Southwestern Virginia 1. Cedar Bluff One-Stop Center 2. Norton One-Stop Center	Area IX – Capital Area 1. Capital Area Workforce Center
Area II – New River/Mount Rogers 1. Bristol Workforce Center 2. Marion Workforce Center 3. Wytheville Workforce Center 4. Galax Workforce Center 5. Radford Workforce Center	Area X – City of Richmond 1. Richmond Career Advancement Center
Area III – Western Virginia 1. Roanoke Workforce Center	Area XI – Northern Virginia 1. Falls Church Skillsource Center 2. Prince William One-Stop Center
Area IV – Shenandoah Valley 1. Harrisonburg Virginia Employment Commission	Area XII – Alexandria/Arlington 1. Alexandria <i>JobLink</i> Workforce Center 2. Arlington Employment Center
Area V – Northern Shenandoah Valley 1. Northern Shenandoah Valley Workforce Center in Middletown	Area XIII – Bay Consortium 1. Job Assistance Workforce Center
Area VI – Workforce Today 1. Charlottesville Workforce Center	Area XIV – Greater Peninsula 1. Greater Peninsula Workforce Center
Area VII – Region 2000/Central Virginia 1. Lynchburg Workforce Center	Area XV – Crater Area 1. The Tri-Cities One-Stop Center
Area VIII – South Central 1. Charlotte Court House Department of Social Services	Area XVI – Hampton Roads 1. JobZone Workforce Center
	Area XVII – West Piedmont 1. Danville Community College Workforce Career Center

VI. Proposed Tier II Certification Criteria for One Stop Centers – Andrea Wooten, Chair, Local Excellence Committee (LE) & Dr. Barbara Bolin, Special Advisor to the Governor for Workforce Development

Handout provided. The Council discussed the next level of certification for comprehensive Virginia Workforce Network Centers. Tier II Certification will go further towards the Council's goals of full integration across all system partners. Committee Chair Wooten indicated that this was discussed at the last LE Committee meeting and a group of WIB Directors are reviewing the criteria and will make recommendations on additions or changes. This is still in the discussion stage. The Tier II Certification focus is on five basic categories of services. One is the recommendation that each One Stop have a clearly defined employer services component and a career services component. Other areas of emphasis are: the employer as the primary customer; One Stop staff certification (the inclusion of at least one career development facilitator and one business and industry consultant in each One Stop); location; process integration; and the concept of "fee for service. Dr Bolin mentioned the \$300,000 WIA statewide capacity building & technical assistance funds as a possible funding source for One Stop staff certification training.

Dr. Rose Johnson, VCCS Vice Chancellor for Workforce Development remarked that some of the things that are listed for Tier II certification have come up as areas of concern by college presidents, particularly the specifications for employer services and income generating services for employers. Dr. Johnson asked when will there be a discussion to ensure there is not a duplication of services in mission of community colleges and the Tier II certification requirements.

Committee Chair Wooten indicated that the LE Committee would be examining the various related issues that need further development at its next Committee meeting. Related items discussed were: dividing implementation into Tier II and Tier III; reciprocity & portability of staff credentials; a technical advisory committee for staff certifications; and cross training. Mr. Ferraro also mentioned the joint meeting to be held by the KPE & LE Committees to explore the myriad of issues regarding One Stop staff certification in career services and business services. All VWC members will be notified of the meeting. Mr. Vassey also mentioned two portable credentials for Business & Industry Consulting, i.e., the International Economic Development Council (IEDC) – Business Retention & Expansion Certification and the Business Retention & Expansion International (BREI) – Certified Master Consultant -

Action Item I

The LE Committee will consider all Tier II Certification issues raised at its next Committee meeting.

Action Item II

VWC members will be invited to the joint KPE & LE Committee meeting on One Stop staff certifications.

VII. Statewide WIB Strategic Initiatives – Marilyn Jackson, Staff

Council was informed about statewide implications of the WIB's strategic goals.

Handout provided - Summary of the Statewide Key Initiatives of the Local Workforce Investment Board, which is the initiatives in order by number of WIBs, which identified one or more strategic goals within the key initiatives.

<u>Statewide Key Initiatives:</u>	<u>Number of LWIB(s):</u>
Worker Improvement and Incumbent Worker	13
Marketing, Communication, and WIB Usage	12
System Improvement and Partnerships	12
Worker Pipeline and Youth	12
Quality Workers and Workforce Development	11
Economic Development & Business Needs	08
Worker with Challenges/Dislocated Worker	08
Funding	04
Employee Earning & Life Improvement	02

Some strategic goals were placed into multiple goal categories. Chair Connelly observed that the good news is that there is a pretty good alignment between what is going on locally and what the Council would like to encourage at a statewide level. On the other hand, there is not quite the alignment in what the Council is looking for in the way of economic development. That is an area where the Council needs to push a little bit more.

XII. Career Readiness Certificate (CRC) – Dr. Barbara Bolin, Special Advisor to the Governor for Workforce Development

Council received a status report on the implementation of the CRC, whereby Dr. Bolin explained activities to date by function, funding source and responsibility. Handout provided.

There is \$148, 000 available for marketing. The Virginia Community College System (VCCS) is assisting with marketing and implementation. The evaluation of the CRC is a future function that the Council may want undertake.

Mack McGinty, from business development & corporate skills training at Thomas Nelson Community College, explained the concept behind the Virginia Skills Bank. In an attempt to demonstrate to potential and expanding employers that there are many thousands of skilled Virginians who may be trainable and interested in working for them, the Skills Bank was developed. The CRC web site is still under development. Employers and individuals can search database, using several search parameters. One Stop Centers can access data, but only their own. An interested potential employer can query the database for the region he/she is considering and determine the number of CRC levels living near where they intend to do business. It is also a clear indication to residents and employers alike that Virginia is committed to upgrading and documenting the skills of the workforce.

Several questions were raised about how this is integrated into the One Stop, what would be the fee for services to employers, links to other information, privacy, and the VCCS as the gatekeeper of a critical database.

Action Item

Chair Connelly asked the Awareness & Confidence Committee to meet to examine the issues raised today, e.g., how the career readiness certificate fits into the broader workforce system to ensure it is not just an isolated thing that sits outside of all the other core things that the Council does. The Committee is to report back at the next Council meeting.

XIII. Local Workforce & Economic Development Collaboration – Gail Robinson, Staff

Council was presented with the 2-year action agenda for local workforce & economic development & LEO collaboration. The development of the plan was approved at the January 2005 meeting. Handout provided. There is a small diverse group of state/local people, who plan implementation.

IX. Functional System Add-On(s) to VELMA – Ray Hollingsworth, Southeastern Regional Sales Manager, Geographic Solutions, Inc.

Mr. Hollingsworth presented information on the economic and workforce development tools that can be added to the State's existing workforce information system.

Action Item

Chair Connelly asked the LE Committee to examine these options in more detail. Also, Chair Connelly asked Ms. Esser to put the Council members on the list for the VWNIS meetings.

X. Special Advisor's Report

Council received updates on General Assembly and Federal Initiatives. A copy of HJR 713, a House of Delegates workforce study, will be emailed to Council members. Members were also encouraged to read the 2002 JLARC workforce training study, which can be found on the JLARC web site. HR 2626, which would have transferred WIA from the VEC to DBA, failed in Committee in the Senate.

X. Committee Reports– Committee Chairs

The Executive Committee reported on the dwindling carryover for the 15% WIA statewide funds and the adequate 7% expenditure for state administration. The Committee will meet in May to approve the State's Strategic Plan and explore options for implementing the Advantage Virginia Incentive Fund (AVIP), which the General Assembly appropriated a \$100,000 for.

For the Integration & Alignment Committee, Dr. Bolin provided an update on the status of workforce system building. Dr. Rose Johnson provided an update on the VCCS/VEDP cluster analysis work. The Committee also recommends \$100,000 for full implementation of the CRC.

Action Item

Dr. Bolin will present several options on how to spend the \$100,000 at the next Council meeting.

The Awareness & Confidence Committee is overseeing the marketing RFP evaluation and an award will be made before June 30, 2005.

The Key Player Effectiveness Committee announced recruitment of members for the State Advisory Board. Dr. Bolin indicated that the Governor's conference has been postponed to the fall.

The Local Excellence Committee reported on the planning and WIB certification cycle, recommended a request to the three Secretaries for a status report on the State MOU implementation and recommends a state partner meeting.

XI. Meeting Adjournment

Chair Connelly adjourned the meeting at 1:40 pm.